Knowledge, Abilities, Skills and Its Impact on Business Performance of Business Actors in the Culinary Sector

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ABSTRACT

This study aims to analyze the effect of Knowledge, Abilities, and Skills on the Business Performance of Culinary Entrepreneurs in Pekanbaru City. The data analysis method used is quantitative. Sources of data using primary and secondary in the form of questionnaires and interviews. The population in this study are culinary business actors in the city of Pekanbaru. For the population and sample because the total population is not known with certainty, then a total sample of 97 people. The results of the study indicate that there is a simultaneous significant influence between Knowledge, Abilities, and Skills on the Business Performance of Culinary Entrepreneurs in Pekanbaru City. Partially also found that knowledge has a significant effect on business performance, ability has a significant effect on business performance, skills have a significant effect on business performance.

INTRODUCTION

Entrepreneurship is a person's action to create a business/business based on the opportunities and abilities they have. More and more people choose entrepreneurship due to various factors; The number of unemployed is increasing, it is difficult to find a suitable job so that entrepreneurship is one solution to the existing conditions. Understanding the needs, wants and demands of consumers will provide important input for designing business strategies in order to create satisfaction for its customers. Business actors are required to be able to compete and follow every movement of change so as to direct business actors in creating success for their business.

Culinary and food business actors who continue to experience growth are marked by the increasing number of food industry players popping up offering a variety of innovative products. So it is necessary to increase knowledge, abilities, skills that can support food industry owners so that their businesses can continue to compete, especially for culinary and food industry players who are currently increasingly popping up with various kinds and culinary innovations offered. The role of MSMEs is increasingly appropriate for the government to develop considering that at this time by prioritizing the potential possessed by regions in Indonesia, especially in the city of Pekanbaru at this time. Especially during the Covid-19 pandemic which paralyzed almost all aspects of life.

By sector, there are 3 business sectors most affected by the Covid-19 pandemic. The three are accommodation, food and beverage sectors; other service sector; as well as the transportation and warehousing sector, (BPS RI, 2020). However, the impact of this policy on business performance tends to vary. Based on the 2020 BPS survey data, 14.6% of business actors have stable income, and around 2.55%

claim to have experienced an increase in income amid the pandemic (BPS RI, 2020). But more data points to a decline. As in data around 92.47% of accommodation, food and beverage businesses experienced a decrease in income (BPS RI, 2020) supported by Smesco and OK OCE survey data which stated that the culinary business was the business with the most decrease in turnover of 43.09%, followed by the followed by the service sector at 26,

The impact of the decrease in turnover, of course, also applies to culinary business actors in the city of Pekanbaru,business actors need to have a strategy in dealing with changes in the economic situation and changing trends due to the Covid-19 pandemic so they can continue to run their business. These include taking advantage of technological sophistication, being flexible and paying attention to people's new behaviors and habits during a pandemic (Kusumaningrum, Hurdawaty, & Yenny, 2020). The business strategy shows the steps or stages of the company's efforts to become superior and competitive in the business competition arena which are the basic things that need to be planned before starting a business (Wardoyo, Rusdianti, & Purwantini, 2015) (Permana, 2015). To increase business success for Culinary business actors in Pekanbaru City, business actors must increase entrepreneurial knowledge in managing their business, improve operational activities,

Quality human resources in MSME activities are expected to be able to increase innovation and creativity in the products they produce, especially in culinary food products. In addition, with the support of adequate human resources, the business being run can be a winner in the midst of business competition in this globalization era (Faizal, Rosmadi, & Nurdiyanto, 2018; Kalil & Aenurohman, 2020; Leonandri & Rosmadi, 2018). Based on the author's observations in this study and the phenomenon of existing problems, the purpose of this research is to find out thoroughly how the influence of knowledge, abilities and skills on business performance of business actors in the culinary field in Pekanbaru City.

LITERATURE REVIEW

Entrepreneurship
Entrepreneurship is defined as a person who creates work for others by establishing, developing and institutionalizing his own company and is willing to take personal risks in determining business opportunities. According to Kasmir (2011), simply an entrepreneur is a person who has the courage to take risks to open a business on various occasions. Having the courage to take risks means having an independent mentality and daring to start a business, without being overwhelmed by fear of anxiety even in uncertain conditions. Peter F. Drucker in Kasmir (2011) states that entrepreneurship is the ability to create something new and different. Meanwhile, according to Swasono in Suryana (2013) entrepreneurs are entrepreneurs, but not all entrepreneurs are entrepreneurs. Entrepreneurs are reporters in business, innovators,
From the definitions of several experts above, it can be concluded that entrepreneurship is a process of an active attitude, ideas, creativity, and innovation to improve the quality of life and added value to society, while an entrepreneur is someone who has creativity, is independent and dares to take risk to achieve the highest commercial value by utilizing existing resources.

According to Michael Harris in Suryana (2013), successful entrepreneurs are generally those who have competence, namely having knowledge, skills, and individual qualities which include attitude, motivation, personal values, dare to take risks, and the behavior required to carry out work/activities.

Performance
Performance is a universal concept which is the operational effectiveness of an organization or company based on predetermined standards and criteria. Organizations are basically run by humans, so real performance is human behavior in playing the roles they play in an organization to meet predetermined standards of behavior in order to produce the desired results and actions. The term performance comes from the word job performance or actual performance (work achievement or actual achievement achieved by a person), namely the results of work in quality and quantity achieved by a person in carrying out their duties in accordance with the responsibilities given to him.
Performance means achievement / achievement of a person with respect to the task assigned to him. Work results that can be achieved by a person or group of people in an organization in accordance with their respective authorities and responsibilities, in an effort to achieve the goals of the organization concerned legally, do not violate the law and are in accordance with moral ethics (Sedarmayanti 2009: 260).

Performance standards need to be set to serve as a means of evaluation and benchmarks in making comparisons between what has been done and what is expected (Sedarmayanti, 2009: 50), there are five aspects that can be used as a measure in assessing a person's level of performance namely;*Quality of Work, Propmtness, Initiative, Capability, Communication.*

Performance can also be assessed from what a person does in his work, namely how to carry out his work or performance. Continuously increasing performance will affect organizational achievement so that the organizational goals that have been set will be achieved (Guci & Ghazali, 2017; Iskamto, 2022; Iskamto & Ghazali, 2021; Katharina & Nurhayati, 2022; Wijaya et al., 2022). To determine individual performance, you can start by setting company performance standards based on the goals to be achieved, then projecting them on individual performance standards. Individual performance assessment is carried out by comparing actual performance with established performance standards. Failure to achieve performance standards can also be caused by the individual employee concerned, such as a lack of effort and not applying skills and abilities possessed, lack of interest, negative or uncooperative actions, failure to carry out set priorities, lack of knowledge and skills, not understanding tasks or goals, lack of confidence.

Business Performance

Performance is the result of work that has a strong relationship with strategic goals, satisfaction, consumers, and contributes to the economy so that someone tries to do the job and the results achieved from the job (Sutiyono, 2010:23). So that it can be said, business performance is a way of doing a job and the results achieved from this work are the goals of the business. Performance has a causal relationship with competence (competency or ability). Performance is a function of competence, attitudes, and actions. Measurement of business performance is considered very important because to compare the company with other similar companies to find out whether the performance of a business has improved or decreased.

According to Zainal et al. (2010:270) An organization is designed to improve its business performance in a high competitive environment by questioning business planning procedures. The following is the focus of all employees on 6 main values, namely commitment to a safe and healthy environment, commitment to customer satisfaction, respect for individuals, promotion of cooperation, commitment to continuity of commitment, awards and prizes for achievement. In measuring the performance of a business, appropriate indicators are needed. Zaenal (2012: 45) reveals that in measuring the performance of an MSME can use several indicators, namely profit growth, growth in the number of customers, growth in the number of sales, growth in the number of assets.

Competence

Competence or ability is a trait (congenital or learned) that allows someone to do something mentally or physically (Gibson et.al, 2011: 89). According to Ruky (2011), that competence is a basic characteristic of a person (individual) that influences the way of thinking and acting, making generalizations for all situations encountered and surviving long enough in humans. Competence is one aspect of human resources that greatly influences business performance. Zainal et al., (2010: 298) shows that the definition of competence is generally defined as skills, skills, abilities. In line with this opinion, Muizu and Effendi (2015: 224) explain that competence is an aspect of a person's ability which includes knowledge, skills, attitudes, values, Muizu and Effendi (2015: 224) reveal that there are several factors that can influence a person's competency skills, namely: beliefs and values, skills, experience, personality characteristics, motivation, emotional issues, intellectual abilities, and organizational culture of competence possessed by a person greatly influenced by educational background, environment and one's adaptability in facing work challenges. There are 3 (three) characteristics that make up competency according to Moeheriono (2012), namely; Knowledge, Skill, Ability

Knowledge Competency

Knowledge competence is the ability of an employee in the form of the ability to recognize, understand, live and understand a job. Armstrong (2014) states that knowledge management is a process for possessing the necessary knowledge in order to improve organizational effectiveness. According to Fadhil (2016) suggests

the importance of knowledge in improving human resources is very necessary considering that knowledge contributes. McInerney and Koening (2011) suggest that there are three types of knowledge, namely explicit knowledge which is information or knowledge that appears as something tangible, implicit knowledge, namely information or knowledge that is not shown in real terms but can actually be displayed in real terms. tangible, tacit knowledge is information or knowledge that is very, very difficult to present concretely.

Competency Ability (ability)
Robbins and Judge (2015) state that ability refers to an individual's capacity to do various tasks in a job, so individual work ability is needed in doing a job. The abilities possessed by a person will make him different from others who have average or ordinary abilities. According to Kristiani (2013) work ability is a condition that exists in workers who are truly efficient and successful in working according to their field of work. Ability is a condition in which a person is ready to face any situation with work and risks that must be accepted. Indicators of work ability according to Adiana et al. (2010) is the ability to manage business, make decisions, lead, control, innovate, situations and changes in the business environment.

Competency Skills (skills)
Skill competence (skill) is a person's ability to do a particular job that becomes his field of work (Hernawan, 2014: 354). Efforts to improve work skills can be done by providing job training. The purpose of the training is expected to improve individual work skills. Skill is a person's ability to perform an activity or job. A skilled person will show a level of independence at work, is reliable in completing work and professional in the field he is engaged in, according to training resulting from fundamental work with quality requirements (Fadhil, 2016).

Meanwhile, according to Murbijanto (2013) explains that skill is the ability to do certain physical or mental tasks. Mental competency or cognitive skills include analytical and conceptual thinking.
The basic types of skills identified by Setiawan (2015: 64) are technical skills which are specific competencies for carrying out tasks or the ability to use techniques, tools, procedures and knowledge of the specialized field correctly and appropriately in carrying out his work; administrative skills are skills for managing, organizing and recording information about implementation and results achieved as well as various obstacles experienced; human relations skills are skills in understanding and motivating other people, as individuals or in groups.

This type of skill relates to the ability to build good relationships, understand other people, and provide motivation; the ability to coordinate and integrate all the interests and activities of the organization and skills in seeing the overall organizational picture by integrating and coordinating a large number of activities which are conceptual skills; Diagnostic skills relate to the ability to analyze certain conditions and situations through confusing data, observations, and facts.According to Ardiana et al., (2010) stated that the measure of program success from a skills perspective can be seen from indicators of production, communication, cooperation and organizational skills, supervision, finance, administration and accounting.

Framework and Research Hypothesis
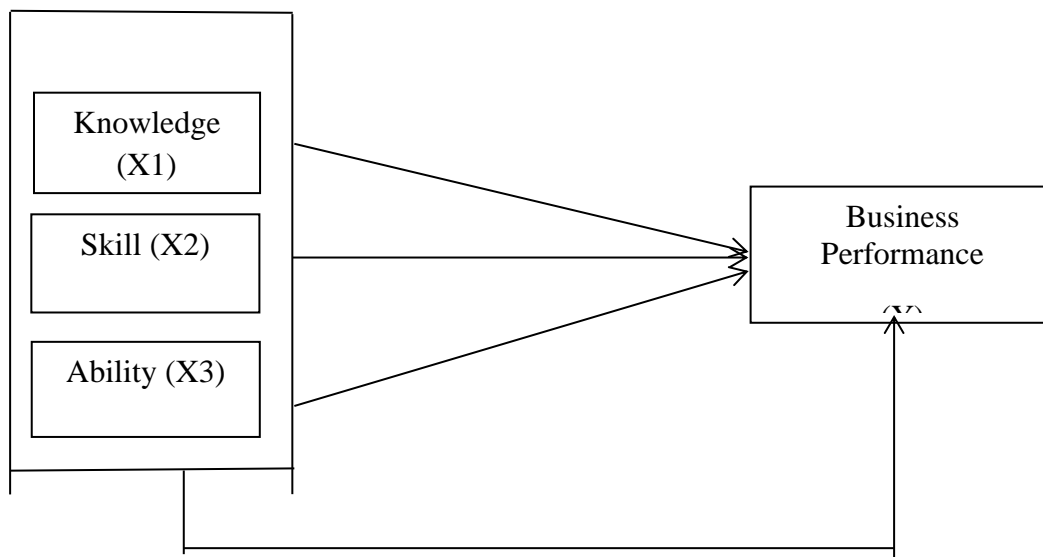
Source: Silfia and Nurlaily (2018)

Research hypotheses can be drawn as follows:
1. Knowledge influences the business performance of women entrepreneurs in the culinary field in Pekanbaru City
2. Ability (Ability) affects the Business Performance of Women Entrepreneurs in the Culinary Sector in Pekanbaru City
3. Skills (Skills) affect the Business Performance of Women Entrepreneurs in the Culinary Sector in Pekanbaru City
4. Knowledge (Knowledge), Ability (Ability), Skills (Skill), as a whole influence the Business
Performance of Women Entrepreneurs in the Culinary Sector in Pekanbaru City

METHODS

This research was conducted in the city of Pekanbaru,The author chose Pekanbaru City as the research location because in addition to considering theories regarding time, cost and labor efficiency, Pekanbaru City is a fairly dense city, as well as the capital of Riau Province, so it can be representative for the needs of this research. The time of the research that was carried out was around five months, from January to May 2023. The population is a generalized area consisting of objects and subjects who have certain characteristics and have the same opportunity to be selected as members of the sample (Umar, 2012: 77). The population in this study were all female entrepreneurs engaged in home-based culinary businesses in Pekanbaru City whose number is not known with certainty.

According to Riduwan and Akdon (2010: 66) for populations where the exact number is not known, research can use the Wibisono formula (2003) to determine the number of samples used, namely:

$$n = \frac{(Za/2)^2(\sigma 2)}{e2} = \frac{(1.96)2. (0.25)2}{(0.05)2} = 96.04 \rightleftharpoons 97.$$

Based on the description above, the number of samples to be taken in this study were 97 respondents. The sampling method uses purposive sampling, which is a sampling technique for data sources with certain considerations or criteria. The criteria set out in this study are (1) at least 18 years old (2) have had a business for at least 2 years.

The types of data sources that the authors collect in this study consist of:
a. Primary Data: namely data obtained through direct interviews with the Human Capital/HRD section and data obtained from respondents' responses.

b. Secondary Data, namely data in finished form that has been owned by the company including the number of employees who left and other data needed.

RESULTS AND DISCUSSION

Table 1. Validity Test Results

Variable	Statement	r Count	r Table	Information
Business Performance	Kb1	0.816	0.199	Valid
	Kb2	0.720	0.199	Valid
	Kb3	0.842	0.199	Valid
	Kb4	0.857	0.199	Valid
Knowledge	P1	0.616	0.199	Valid
	P2	0.713	0.199	Valid
	P3	0.529	0.199	Valid
	P4	0.632	0.199	Valid
	P5	0.822	0.199	Valid
Ability	K1	0.770	0.199	Valid
	K2	0.692	0.199	Valid
	K3	0.676	0.199	Valid
	K4	0.514	0.199	Valid
	K5	0.616	0.199	Valid
	K6	0.560	0.199	Valid
	K7	0.666	0.199	Valid
Skills	cl1	0.639	0.199	Valid
	Cl2	0.695	0.199	Valid
	Cl3	0.639	0.199	Valid
	Cl4	0.377	0.199	Valid
	Cl5	0.477	0.199	Valid
	Cl6	0.593	0.199	Valid

Validity testdone by comparing the value of r count with r table at a significance level of 5%. If r count > r table then the measuring instrument used is declared valid and vice versa. The r table value can be obtained by the equation N - 2 = 95-2 = 33 so that the r table value is 0.199. based on the validity test that has been carried out in this study, all items tested in this study are valid because they have rtable> 0.199, so that they can be used for the next stage of analysis.

2. Reliability Test

The reliability test is a test carried out to fulfill the provisions of the questionnaire answers in one period with another. The instrument used is said to be reliable if the Cronbach alpha coefficient is > 0.6. The results of reliability testing can be seen in the following table:

Table 2. Reliability Test Results

Variable	Cronbach Alpha	Information
Business Performance	0.816	Reliable
Knowledge	0.764	Reliable
Ability	0.755	Reliable
Skills	0.764	Reliable

Based on test resultsreliability in table 2, shows that the overall Cronbach alpha value is > 0.6. This means that the instrument used in this study is reliable.

Classical Assumption Test Results

This study uses parametric statistics with multiple linear regression models. So it is necessary to test the classical assumption as follows:

1. Normality
    Analysis was performed using the Kolmogorov-Smirnov Test. The normality test results can be seen in the following table:

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residuals
N		97
Normal Parameters, b	Means	0E-7
	std. Deviation	2.07231779
	absolute	053
Most Extreme Differences	Positive	053
	Negative	-.039
Kolmogorov-Smirnov Z		.519
asymp. Sig. (2-tailed)		.951

a. Test distribution is Normal.
b. Calculated from data.

Based on Table 3, it can be seen that the results of the Kolmogorov-Smirnov Test normality test show that based on the Asymp. Sig (2-tailed), it can be seen that the overall Sig (2-tailed) value is > level of significance 0.05. So it can be concluded that the variables used in this study are normally distributed.

2. Multicollinearity Test
   The results of the multicollinearity test can be seen in the following table:

Table 4. Multicollinearity Test Results

Variable	Collinearity Statistics	
	tolerance	VIF
Knowledge	.448	2,233
Ability	.317	3.159
Skills	.491	2036

Based on the table above, it can be seen that the results of the multicollinearity test show that each variable has a tolerance value above 0.10 and VIF below 10. So it can be concluded that there is no multicollinearity relationship between variables.

3. Heteroscedasticity Test

Based on the output results, the following figure shows that the parameter coefficients for all the independent variables used in the study do not occur heteroscedasticity. It can be seen from the following Spearman test results table:

Table 5. Heteroscedasticity Test Results

correlations

			X1	X2	X3	Unstandardized Predicted Value
Spearman's rho	X1	Correlation Coefficient	1,000	.752**	.548**	.842**
		Sig. (2-tailed)	.	.000	.000	.000
		N	97	97	97	97
	X2	Correlation Coefficient	.752**	1,000	.700**	.960**
		Sig. (2-tailed)	.000	.	.000	.000
		N	97	97	97	97

		.548**	.700**	1,000	.811**
X3	Correlation Coefficient				
	Sig. (2-tailed)	.000	.000	.	.000
	N	97	97	97	97
Unstandardized Predicted Value	Correlation Coefficient	.842**	.960**	.811**	1,000
	Sig. (2-tailed)	.000	.000	.000	.
	N	97	97	97	97

**. Correlation is significant at the 0.01 level (2-tailed).

From processing the data in table 5, it is obtainedThe results of the entire X variable, namely in this study, have a Spearman coefficient value of > 0.5, so it can be concluded that there are no symptoms of heteroscedasticity between the variables in this study.

Multiple Regression Analysis

Based on the results of variable data processing (X) and (Y) using the SPSS (Statistics Product and Service Solution) program, constant values and multiple linear regression coefficients are obtained which can be seen in the following table:

Table 6. Coefficient of Multiple Regression Analysis

		Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
Model		B	std. Error	Betas		
1	(Constant)	-5,293	1,379		-3,838	.000
	Knowledge	.216	.098	.185	2,200	.030
	Ability	.408	080	.509	5,085	.000
	Skills	.275	094	.235	2,922	.004

a. Dependent Variable: Business Performance

Based on table 6, the equation modelThe obtained multiple linear regression is as follows:

$$Y = -5.293 + 0.216X1 + 0.408X2 + 0.275X3$$

From the results above it can be explained, namely: The constant value (a) is -5,293, meaning that the value of Business Performance if other variables are considered constant, then Business Performance is worth -5,293, The regression coefficient value of the Knowledge variable is 0.216. This means that every increase in Knowledge by 1 (one) unit will increase Business Performance by 0.216, assuming other variables are constant. The regression coefficient value of the Ability variable is 0.408. This means that every increase in Skill by 1 (one) unit will increase Business Performance by 0.408, assuming other variables are constant. The regression coefficient value of the Skills variable is 0.275. This means that every 1 (one) unit capacity increase will increase business performance by 0.275, assuming other variables are constant.

Partial Hypothesis

The t test is used to determine the magnitude of the significant influence of the independent variables (X) independently of the dependent variable (Y).

Table 7. Test Results t

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	std. Error	Betas		
1	(Constant)	-5,293	1,379		-3,838	.000
	Knowledge	.216	.098	.185	2,200	.030
	Ability	.408	080	.509	5,085	.000
	Skills	.275	094	.235	2,922	.004

a. Dependent Variable: Business Performance

The t test was conducted to find outthe effect of the independent variable X on the dependent variable Y. The test is carried out by comparing tcount with ttable. To find t table at 5% alpha and degree of freedom

(df) with the following formula: Based on Table 7, the following are the results of the t test for each dimension of service quality:

a. Knowledge

From the results of data processing, the tcount value is smaller than ttable (2.200) > (1.986), with a significance value of 0.030 <0.05. Because t count is greater than t table, it can be said that knowledge affects business performance in this study.

b. Ability

From the results of data processing, the tcount value is smaller than ttable (5.085) < (1.986) with a significance value of 0.000 > 0.05. Because t count is greater than t table, it can be said that ability affects business performance in this study.

c. Skills

From the results of data processing, the tcount value is smaller than ttable (2.922) < (1.986). with a significance value of 0.004 > 0.05. Because t count is greater than t table, it can be said that skills affect business performance in this study.

Simultaneous Hypothesis Testing Results
Table of Simultaneous Hypothesis Testing

The F test is used to determine the magnitude of the significant influence of the independent variables (X) simultaneously or together Make table number and table title

Table 8. F test results

ANOVAa

Model		Sum of Squares	Df	MeanSquare	F	Sig.
1	Regression	987,749	3	329,250	74,272	.000b
	residual	412,272	93	4,433		
	Total	1400021	96			

a. Dependent Variable: Business Performance
b. Predictors: (Constant), Skill, Knowledge, Ability

Based on the results of the F test in table 8, it is known that the F count is74,272 with a significance (0.000), F table can be obtained as follows: F table = 97 – 2; 5, F table = 95; (4th column in table F) = 2.31. Based on the results of data processing, the value of Fcount (74,272) > Ftable (2.31) with Sig. (0.000) < 0.05. This means that the independent variables together have a significant effect on the dependent variable, then H0 is rejected and H1 is accepted.

Test Results for the Coefficient of Determination

Table 9. Test Results for the Coefficient of Determination

Summary models

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.840a	.706	.696	2.105

a. Predictors: (Constant), Skill, Knowledge, Ability

Based on table 9, the value of the coefficient of determinationfor Adjusted R Square of 0.696, this means that the variable business performance can be explained by the variable knowledge, abilities and skills of 69.6% while the remaining 30.4% is influenced by other variables not examined in this study.

DISCUSSION

The Effect of Knowledge on the Business Performance of Culinary Entrepreneurs in Pekanbaru City
The partial test results between Knowledge and Business Performance show a significant effect. This means that the knowledge possessed by business performance culinary entrepreneurs in Pekanbaru can improve their business performance in entrepreneurship. This is in line with research conducted by Silfia and Nurlaily (2018). There is knowledge of business management, knowledge of their products,

knowledge of consumers, and knowing how to promote and the right business strategy, so that this can improve the business performance of these business actors in doing their business.

The Influence of Capability on Business Performance of Culinary Entrepreneurs in Pekanbaru City
For Ability Competence, from the results of the research conducted, it was found that the variable Capability has an influence and is significant on the Business Performance of culinary business actors in the city of Pekanbaru. This is also in accordance with the previous research conducted by Silfia and Nurlaily (2018), that the ability to manage a business, make decisions, control, innovate, and be able to read situations and changes in the business environment, is very much needed for culinary entrepreneurs in Pekanbaru, to continue to improve their performance for the development of the business they run.

The Influence of Skills on Business Performance of Culinary Entrepreneurs in Pekanbaru City
The test results for Skills on Business Performance also show an influential and significant research direction. This means that the skills possessed by culinary entrepreneurs in Pekanbaru are sufficient to support the business performance of culinary entrepreneurs in running their business. This proves that in order to improve business performance in a home-based business, it is necessary to have skills from various aspects, namely production skills, communication, organizational cooperation, and skills in managing good finances so as to improve business performance.this finding is also in line with the research of Silfia and Nurlaily (2018).

CONCLUSION
Based on the calculations and elaboration on the results and discussion, it can be concluded that there is a significant influence between the entire X variable and Y variable, with the following conclusions:
The overall independent variable, namely Knowledge, which is owned by culinary entrepreneurs in Pekanbaru can improve the business performance of these entrepreneurs in entrepreneurship. The capabilities of culinary business actors in Pekanbaru are sufficient to support the business performance of these business actors in conducting their business. The skills possessed by culinary business actors in Pekanbaru are very helpful for culinary businesses in improving the business performance of these culinary business actors in running their businesses. Whereas the coefficient of determination of Adjusted R Square in this study is 0.69, the remaining 30.4% is influenced by other variables that were not examined in this study.

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